

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
December 19, 2011

The Cherokee County Tourism Development Authority met at 2:00 p.m. on December 19, 2011 in the meeting room of the RBC Bank.

Members present were Eric Carlson, Gil Hargett, Danny Slucher, Karen Nash, Callie Moore, Phylis Blackmon and Candy Roberts. David Wood was absent. Also present were Randy Wiggins, Josh Carpenter, Kathleen Nolte, Lillian Threlkeld, Tom Rodeck and Bob Ferreira.

The meeting was called to order by the Chair, Eric Carlson. After a moment of silence and the pledge to allegiance, motion was made by Karen Nash, seconded by Gil Hargett, and unanimously adopted, to approve the minutes dated November 29, 2011. Motion was made by Karen Nash, seconded by Danny Slucher, and unanimously adopted, to approve the agenda as presented.

Candy Roberts gave a financial update, indicating that the bank balance is \$76,366.48.

The next item on the agenda was a discussion of accommodation businesses that do not collect occupancy taxes. County Manager Randy Wiggins and Candy Roberts discussed past efforts to collect, which had been largely unsuccessful. After a thorough discussion, it was agreed that Eric Carlson would talk to the board of realtors about cabins managed by realtors, and Candy Roberts would check on the feasibility of an ordinance requiring a license to advertise cabins available as vacation rentals. Karen Nash agreed to rewrite a rack card developed by Haywood County TDA for review by the group.

The next item on the agenda was a discussion of the proposed budget for the 2012 operating expenses for the Cherokee County Welcome Center. After a review of the budget submitted by the Cherokee County Chamber of Commerce to operate the Welcome Center, several cost-cutting suggestions were made, including removing the part-time seasonal employee, no longer having a dedicated fax line, and the TDA no longer paying for one-half of the annual audit. The Cherokee County Chamber of Commerce was asked to reduce their budget by approximately ~~\$11,500.00, bringing it to approximately \$72,500.00.~~ *psb*

The next topic of discussion was the Andrews Visitors Center. Bob Ferreira stated that the Chamber office was being moved to the AVI office, leaving the Visitors Center in the depot, with plans to move the Visitors Center to the NC DoT Rest Area. Bob Ferreira and Tom Rodeck presented a revised 2012 budget for the Andrews Visitors Center in the amount of \$22,000.00. No action was taken.

After discussion, it was agreed that the next regular business meeting of the TDA would be Tuesday, January 31, 2012, from 2:00 until 4:00 at the County Annex Building. A strategic planning session was scheduled for Tuesday, January 10, 2012.

Eric Carlson had presented the draft of a letter from the TDA to the NC Cooperative Extension Service thanking Doug Clement and his staff for their excellent assistance with the TDA.

strategic planning sessions. The letter was approved and Mr. Carlson was asked to send it on behalf of the group.

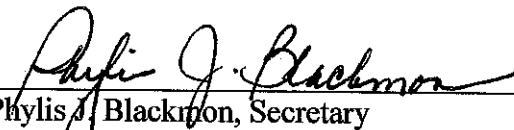
The next item on the agenda was a discussion of a letter from the TDA to the county commissioners asking for support in moving the Andrews Visitors Center to the DoT Rest Area. Eric Carlson agreed to draft a letter to be reviewed by members of the TDA.

The next item on the agenda was a discussion of the Cherokee Scout being sold at area convenience stores. The matter was tabled without action.

Eric Carlson reported that Eli Fowler was very interested in working with the TDA in planning for the freestyle kayaking event.

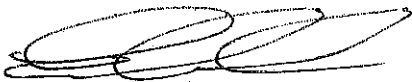
Phylis Blackmon submitted a request for \$45.89 in office supplies for the Cherokee County Welcome Center. Motion was made by Karen Nash, seconded by Gil Hargett and unanimously adopted, to approve the request.

There being no further business, the meeting was adjourned.



Phylis J. Blackmon, Secretary

APPROVED:



Cherokee County Welcome Center
Proposed Operations Budget 2012

	2012 As Presented	Projected 2011 Actual	Remarks
Wages Expense	\$41,735.60	\$40,820.00	1
Mileage-Local	\$150.00	\$26.52	2
Payroll Tax Expense	\$5,448.00	\$5,194.61	3
Accounting Fees	\$3,800.00	\$3,604.10	4
Insurance	\$450.00	\$569.50	5
Supplies-Office	\$2,200.00	\$1,902.85	6
Contingency	\$100.00	\$0.00	7
Telephone Expense	\$3,500.00	\$3,482.77	8
Internet	\$300.00	\$307.20	9
Utilities Expense	\$2,700.00	\$2,471.43	10
Postage and Shipping	\$3,000.00	\$1,231.06	11
Rent Expense	\$18,000.00	\$18,000.00	12
Storage Unit	\$960.00	\$960.00	13
Hospitality	\$600.00	\$336.12	14
Copier Repair	\$500.00	\$0.00	15
Janitorial Supplies	\$500.00	\$208.10	16
	\$83,943.60	\$79,114.26	

Remarks

1) 1 year-round FTE, 1/2 of 1 year-round FTE, 1 seasonal PTE

(Represents 5,038 hours, including 1/2 of Chamber Exec at no charge)

2) Employees ceased turning in mileage after 4-21-11. Amount should be higher.

Includes trips to storage unit, PO & bank. No Chamber mileage, no director mileage.

3) This will be whatever it is. Since this proposal was prepared we received a notice that our rate is coming down slightly for 2012

4) This is an audit shared by TDA and Chamber, plus \$20 per pay period for payroll service, 1/2 total

5) Mostly workers comp plus a small employee dishonesty bond. We just received a bill making the workers comp higher than anticipated; currently contesting. Liability insurance is included in rent.

6) Anticipate busier year, thereby needing more office supplies

7) Allowance for unanticipated needs.

8) Three lines plus fax line; pro-rated between Chamber and Welcome Center

9) Pro-rated between Chamber and Welcome Center

10) Electric and water. Pro-rated between Chamber and Welcome Center

11) Postage was over \$2,000 in 2010; was low in 2011 because there were no brochures to mail, and no ads to mail bulk responses to. Anticipate significant increase in postage needed once these issues are resolved plus postage is going up January 1

12) See attached breakdown

13) Storage unit for cases of brochures, maps. Some arrive in lots of 20-30 cases.

14) Hospitality costs were over \$500 in 2010. Cut back after uncertainty in our funding plus there were fewer guests in 2011.

15) Copier is owned by Welcome Center and is several years old

16) Janitorial supplies were over \$400 in 2010. Unknown as to why lower in 2011.

Reimbursement is only made if expense actually occurs.

In 2010, the budget was \$113,485.00.

TDA Depot Visitors' Center in Andrews proposed Operation BUDGET

Submitted 12-19-2011

Line Item	Initial Proposal 11-29-2011 Annual	Revised Proposal 12-19-2011 Annual	Revised Proposal Monthly
Contract Labor	\$14,000	\$14,000	\$1167
Local milage	\$50	\$50	\$4.17
Rent	\$1200	\$1200	\$100
Insurance	\$1550	\$1550	\$129.17
Janitorial Supplies	\$150	\$150	\$12.50
Office suppl/Eq.Mntnc	\$900	\$900	\$75
Gen. Mntnc/upkeep	\$600	\$600	\$50
Advertising/Mrktg	\$500	\$500	\$41.67
Telephone	\$1200	\$900	\$75
Internet	\$360	\$360	\$30
Utilities(water,electric)	\$1350	\$1350	\$112.50
Postage/shipping	\$240	\$240	\$20
Landscape maintnc.	\$400	\$400	\$33.33
TOTALS	\$22,500 operations	\$22,200 annually	\$1850 monthly
NOTE: Initial budget included capital improvements on Depot building			
Capital Improvement	\$12,100		
INITIAL TOTAL	\$32,600		

change
to sign

Cherokee County Chamber of Commerce and Welcome Center

December 19, 2011

Items needed for Welcome Center

8 x 11 white copy paper (case of 10) ½ cost for Welcome Center	\$16.11
2 Black HP 96 inkjet cartridges ½ cost for Welcome Center	<u>\$29.78</u>
Total	\$45.89

Cherokee County Tourism Development Authority
Financial Report
As of December 16, 2011

	May	June	July	August	September	October	November	December	Total
Occupancy Tax Revenue	7,416.45	7,319.15	10,428.65	12,577.73	19,324.68	14,221.77	14,584.26	20,839.42	106,712.11
Expenditures:									
Welcome Center	-	-	-	-	15,627.59	7,723.43	-	-	23,351.02
Guest Speaker	-	-	264.61	-	-	-	-	-	264.61
Advertising	-	-	-	-	6,730.00	-	-	-	6,730.00
Total Expenditures	-	-	264.61	-	22,357.59	7,723.43	-	-	30,345.63
Revenue Over(Under) Expenditures	7,416.45	7,319.15	10,164.04	12,577.73	(3,032.91)	6,498.34	14,584.26	20,839.42	76,366.48

Checking
Account
Balance